

EXHIBIT 211

REDACTED

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IN THE UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF TEXAS
SHERMAN DIVISION

THE STATE OF TEXAS, ET AL., §
§
Plaintiffs, § CASE NO.
§ 4:20-cv-00957-SDJ
vs. §
§
GOOGLE LLC, §
§
Defendant. §

HIGHLY CONFIDENTIAL

Remote deposition of [REDACTED]
[REDACTED] taken in the above-entitled matter before
Suzanne J. Stotz, a Certified Shorthand
Reporter (Texas License No. 11942), Certified
Realtime Reporter, Registered Professional
Reporter, and Notary Public of the States of
New York and Texas, on Wednesday, May 1, 2024,
commencing at 9:05 a.m. EDT.

NY Notary: 01ST0024070

Job No. MDLG6673200

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18 Melonie DeRose

19 Steve Sparling

20 c/o Google LLC

1 you're saying.

2 Q. I just want to, before we start
3 discussing the products, make sure we have the
4 same terminology. So this is helpful.

5 So we currently identified Google's
6 ad exchange as AdX, correct?

7 A. That's correct.

8 Q. And then Google's ad server as
9 Google Ad Manager or GAM, correct?

10 A. That is correct.

11 Q. Are there any other sell-side
12 products that you know of currently?

13 MS. SESSIONS: Object to the form.

14 THE WITNESS: No, I don't know.

15 BY MS. YOUNG:

16 Q. And AdX and GAM, those are separate
17 products, correct?

18 MS. SESSIONS: Object to the form.

19 Object as outside the scope.

20 You may answer.

21 THE WITNESS: I know them as
22 separate technologies.

23 BY MS. YOUNG:

24 Q. And as we discussed previously, you
25 know them as separate technologies because they

1 serve separate functions, correct?

2 A. In my opinion.

3 Q. And the basis of your opinion is
4 working at Google, correct?

5 A. Working at Google; but most
6 importantly, working in the industry.

7 Q. And what do you mean by you base
8 your opinion in working in the industry?

9 A. The definition of an ad server
10 versus the definition of an ad exchange. I see
11 those as two separate technologies.

12 Q. So just to summarize, in your
13 opinion, AdX and Google Ad Manager are separate
14 technologies based both on your work at Google
15 and also your work outside of Google in the
16 industry, correct?

17 MS. SESSIONS: Object to the form.
18 You may answer.

19 THE WITNESS: Based on the
20 definition of an ad server and the
21 definition of an ad exchange, they serve
22 different functions.

23 BY MS. YOUNG:

24 Q. And that is based on your work at
25 Google and in the broader industry outside of

1 Google, correct?

2 A. That is correct.

3 Q. [REDACTED], at your former employers,
4 including [REDACTED] which we discussed, did
5 they conduct market share calculations?

6 A. Not that I'm aware of. Not that
7 I'm aware of, Ms. Young.

8 Q. Did they conduct other market
9 analysis?

10 A. Yes. Within the advertising
11 ecosystem, it's always important to know who
12 the players are in the marketplace.

13 Q. When you say "know who the players
14 are," that would be tracking competitors,
15 correct?

16 MS. SESSIONS: I'm going to
17 object -- object to the form.

18 You may answer.

19 THE WITNESS: It means
20 understanding who the competition is, the
21 different players in the industry.

22 BY MS. YOUNG:

23 Q. What other market analysis did your
24 former employers conduct?

25 A. And you're referring to [REDACTED]

1 A. No. I don't know what YM means at
2 all.

3 Q. And we discussed that term "AFC"
4 previously.

5 At least in your role today, AFC
6 can stand for the term "add for content,"
7 correct?

8 A. Yes. Another form of advertising.

9 Q. So we see that in 2010, this slide
10 is reporting that DFP's market share in the
11 North America publisher ad server market is
12 [REDACTED] and that AdX AFC display market
13 share is [REDACTED] within the YM's/Exchange's
14 category, correct?

15 A. I don't read it that way, ma'am.
16 If I can clarify, I'm reading it based on the
17 chart that's in front of me.

18 There was a mathematical
19 calculation that was done that circled -- that
20 identified DFP as [REDACTED]; however, the
21 second row where a -- ad exchange is part of
22 really breaks down the publisher monetization
23 channels of which [REDACTED] of that is
24 directly sold.

25 AdX is only a piece of the

1 [REDACTED] of how the publishers monetize their
2 revenue. That's how I read it.

3 Q. And within that [REDACTED], AdX, AFC
4 display composes [REDACTED] of that [REDACTED],
5 correct?

6 A. Within the exchanges that are
7 considered one of the monetization methods,
8 which accounts for [REDACTED], AdX and AFC
9 represents [REDACTED] of that [REDACTED].

10 Q. And these are the 2010 numbers. If
11 we move down to the bottom half, it's the 2011
12 numbers.

13 Do you see that?

14 A. I see that.

15 Q. And accord- -- and according to the
16 title, these are projected numbers, correct?

17 A. According to the title, yes.

18 Q. Yeah. So we see that DFP in the
19 2011 North America publisher ad server market
20 is projected to have a market share of
21 [REDACTED], correct?

22 A. Based on the methodology that's
23 being used in this report, that's correct.

24 Q. And stepping back, I mean, it's
25 clear that there's a methodology in math behind

1 these numbers, correct?

2 MS. SESSIONS: Object to the form.

3 THE WITNESS: I can't talk to the
4 methodology, Ms. Young.

5 BY MS. YOUNG:

6 Q. But you've made references to the
7 methodology in the math behind these figures?

8 A. I've made references. When I see a
9 percentage, such as an [REDACTED] or an [REDACTED] or any kind
10 of number, being that it's driven by the PGTM
11 team or any person in a finance capacity, I'm
12 assuming there's a mathematical calculation
13 that's used to derive the [REDACTED] percent.

14 I cannot quantify or know that that
15 methodology was used. I don't know whether the
16 denominator was -- that was used either when
17 they did these analyses.

18 Q. But you do know there was some
19 process behind this, correct?

20 A. I should hope so, yes.

21 Q. Well, based on your experience at
22 Google also reviewing QBR, you know, there is a
23 process that goes into the QBR presentations,
24 correct?

25 A. Yes, there is a process.

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C E R T I F I C A T E

I, SUZANNE J. STOTZ, a
Registered Professional Reporter, Certified
Realtime Reporter, and Notary Public in and for
the State of New York, do hereby certify that
the foregoing is a true and accurate transcript
of the stenographic above-captioned matter.



SUZANNE J. STOTZ, RPR, CRR

Notary Commission Expires 4/29/28

DATED: May 2, 2024

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